

Message Text

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INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

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DRAFTED BY:COM/USTS:LHFARNHAM

APPROVED BY:EB/OCA/REP:LAKLIEFORTH

COM/USTS:WHTOLSON ARA/LA/NC:TSOANDRES (INFO)

COM/DIBA:TBREWER (CC) EB/OCA:EDONOVAN

EB/OCA/BR:PO'CONNOR

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R 142209Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY CARACAS

UNCLAS STATE 034883

E.O. 11652: N/A

TAGS: BTRA, VE

SUBJECT: VISIT USA PILOT PROJECT

REF: TELECON FARNHAM/SWETT 12 FEBRUARY

1. AGREE YOUR IDEA TO CONTACT CARLOS GARCIA, PAN AM ABOUT MEMBERSHIP OF VISIT USA COMMITTEE. GARCIA CURRENTLY CHAIRS USTS/POW WOW (U.S. TOURISM TRADE SHOW) SELECTION COMMITTEE AND MEMBERS OF THAT WOULD PROBABLY FORM GOOD NUCLEUS FOR VISIT USA COMMITTEE.

2. AMONG TRAVEL INDUSTRY IN VENEZUELA, CHARTER MEMBERS OF COMMITTEE MIGHT INCLUDE REPRESENTATIVES FROM PAN AM, DELTA, VIASA, AVIS, HERTZ, SHERATON, HILTON, AND AMEMBASSY STAFF.

3. ADDITIONAL POSSIBILITIES COULD INCLUDE LOCAL REPRESENTATIVES OF U.S. AIRLINES SUCH AS AMERICAN AND EASTERN, OR LOCAL GENERAL SALES AGENTS OF U.S. TOURISM ORIENTED COMPANIES SUCH AS AMERICAN EXPRESS AND GREYHOUND. TOO, TOUR OPERATORS AND/OR WHOLESALERS BENT ON SELLING THE U.S. COULD PROVIDE IDEAS AND VALUABLE CONTRIBUTIONS.

4. USTS EXPERIENCE HAS SHOWN THAT A COMMITTEE OF TWELVE OR LESS

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HAS BEEN MOST EFFECTIVE WITH MEMBERSHIP LIMITED TO ONE YEAR.

SUBCOMMITTEES HAVE BEEN USED FOR SPECIFIC PROJECTS.

5. LEE H. FARNHAM TO ARRIVE ON PA #441/23 FEBRUARY AND WOULD APPRECIATE YOUR MAKING RESERVATION FOR ONE SINGLE 23 FEBRUARY TO 28 FEBRUARY AT TAMANACO. FARNHAM IS USTS REPRESENTATIVE TO ASSIST IN VISIT USA PILOT PROJECT IN COOPERATION WITH DARWIN SWETT, COMMERCIAL ATTACHE, CARACAS. KINDLY MAKE ANY ARRANGEMENTS TO FACILITATE HIS VISIT. INGERSOLL

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